



TEXAS TOURISM TRAVEL FACTS



TOTAL DIRECT TRAVEL SPENDING IN TEXAS IN 2015

\$69 BILLION

**DIRECTLY SUPPORTED
653,000 JOBS**



**DIRECTLY & INDIRECTLY SUPPORTED
1.1 MILLION JOBS**



1 IN 10 TEXAS JOBS
SUPPORTED
BY TRAVEL SPENDING

5TH



CONSECUTIVE YEAR OF TOURISM
EMPLOYMENT GROWTH

IN TEXAS



\$6.2 BILLION
GENERATED IN STATE AND
LOCAL TAX REVENUES



\$7.36 TO \$1 ROI
STATE TAX REVENUE GENERATED BY
TEXAS TOURISM ADVERTISING



INTERNATIONAL
ARRIVALS IN TEXAS IN 2014

9.7 MILLION

\$6.8 BILLION

INTERNATIONAL TRAVEL SPENDING IN 2014

3RD HIGHEST SHARE OF DOMESTIC
TRAVEL DAYS IN 2014

70% OF DOMESTIC TRAVEL FOR
LEISURE PURPOSES IN 2014

FOR MORE INFORMATION, VISIT TRAVEL.TEXAS.GOV

TEXAS